

Message Text

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TO AMEMBASSY SOFIA PRIORITY

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FOR BATJER AND P&C

E.O. 11652: N/A

SUBJ: PLOVDIV FAIR

REF: SOFIA 234-C; SOFIA A-217, DEC 11, 1973

1. "SHOPPING LIST" OF EQUIPMENT FOR THE U.S. PAVILION PLOVDIV TRADE FAIR SENT STATE 39686. COMMODITIES AND EQUIPMENT CATEGORIES HAVE BEEN CHOSEN ON BASIS OF (A) SOFIA A-217, DECEMBER 11, 1973; (B) CLOSE CONSULTATION WITH STAFF SCIENTISTS OF USDA AGRICULTURAL RESEARCH SERVICE, AND AGRICULTURAL ENGINEERS OF USDA ECONOMIC RESEARCH SERVICE AND AGRICULTURAL EXTENSION SERVICE; AND (C) WELL INFORMED OFFICIALS FROM SEVERAL MANUFACTURERS WHO HAVE EITHER VISITED BULGARIA OR BEEN VISITED BY BULGARIAN OFFICIALS RECENTLY.

2. THE USIA "CORE" EXHIBIT WILL CENTER ON THESE SAME COMMODITIES

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AND LABOR SAVING DEVICES. ACIMAL FEED DISPLAY WILL FURNISH

DRAMATIC CENTERPIECE: FULL-SCALE STEEL SILO SOME 30 FEET TALL WITH ASSOCIATED UNLOADING, WEIGHING, BLENDING AND DELIVERY EQUIPMENT CONSTITUTING AN AUTOMATIC FEEDING SYSTEM FOR MILK COWS AND PIGS. ALSO BEING CONSIDERED ARE LIVE DEMONSTRATION MILKING PARLOR, MECHANIZED EGG CANDLING AND CHICK INCUBATION, AND PREPARATION OF AMERICAN CONVENIENCE FOODS IN MINI-KITCHEN. REMAINDER USIA EXHIBIT CONSISTS OF PHOTOGRAPHS, TRANSPARENCIES, REAR-PROJECTED FILMS, AND SOME SMALLER ITEMS ACTUAL GEAR (E.G., CONTROL PANEL OF A HARVESTER AS 3D ENHANCEMENT OF REAR-PROJECTED MOVIE OF SAME HARVESTER IN ACTION).

3. USIA HELD PRELIMINARY AND INFORMAL DISCUSSION ON "CORE" EXHIBIT WITH COMMERCE AND STATE, INCLUDING AMBASSADOR-DESIGNATE HERZ, ON FEBRUARY 26. AMBASSADOR EXPRESSED SATISFACTION WITH EXHIBITION CONCEPT AND PLANNING TO DATE. BASIS FOR DISCUSSION WAS FOLLOWING LAYOUT OF EXHIBIT SITE: CENTRAL PORTION AMOUNTING 600 SQ. M. OF GEODESIC DOME'S 1100 SQ.M.

DEVOTED USIA "CORE" PRESENTATION, WITH COMPLETELY CONTROLLED PUBLIC TRAFFIC PATTERN BOUNDED BY RURAL POST-AND RAIL FENCE. REMAINING 500 SP. M. DOME FLOOR ENCIRCLING USIA CORE IS RESERVED FOR COMMERCIAL PARTICIPANTS TO BE RECRUITED BY EWTC AND EMBASSY WITH COMMERCE, STATE, AND REX SUPPORT.

THESE PARTICIPANTS ARE TO DISPLAY MAJOR ITEMS FARMSTEAD LABOR SAVING EQUIPMENT ON SHOPPING LIST. COMMERCIAL PARTICIPANTS WILL EACH HAVE A GATE IN BOUNDARY FENCE TO ADMIT VISITORS FROM PUBLIC AISLES UNDER OWN CONTROL. FROM ALL COMMERCIAL PERIMETER EXHIBITS A COVERED WALKWAY EXTENDS TO ADJACENT BUILDING WHERE BIC-TYPE LOUNGE-LIBRARY CONNECTS WITH SMALL INDIVIDUAL OFFICES.

ADDITIONAL SPACE TALLING 900 SQ. M. IS ALSO RESERVED COMMERCIAL PARTICIPANTS OUTDOORS AROUND DOME, INCLUDING 288 SQ. M. FENCED RECTANGLE TO BE USED FOR LIVELY DEMONSTRATIONS OF BIG EQUIPMENT, E.G., TRACTOR RODEO, ROLLOVER SAFETY DEMONSTRATION, EVEN "SQUARE DANCING" PERFORMED BY MACHINES.

4. COMMERCE AND USIA WILL COMPLETE AGREEMENT TO SPECIFY EACH AGENCY'S RESPONSIBILITY AND DETERMINE PRO RATA COST OF SPACE AND OTHER SERVICES.

5. MAXIMUM TI-IN OF ACTUAL FULL-SCALE EQUIPMENT WITH "CORE" EXHIBIT IS ESSENTIAL. TO FACILITATE THIS, A COMPANY LIST FOLLOWS BY AIR OF UNCLASSIFIED

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THOSE U.S. MANUFACTURERS WHO HAVE, TO DATE, LENT SIGNIFICANT ASSISTANCE TO USIA'S FIRST EFFORTS TO LOCATE SUITABLE PICTURES, TRANSPARENCIES, MOVIES AND SMALL HARDWARE. USIA CONTACT FOR EACH COMPANY IS GIVEN.

6. TARGET DATE FOR SIGNING UP COMMERCIAL PARTICIPANTS IS APRIL 26 TO ENABLE MEETING FAIR MANAGEMENT PARTICIPATION DEADLINE APRIL 30. EQUIPMENT TO BE DISPLAYED INSIDE DOME MUST ARRIVE PLOVDIV

FAIRGROUND BY 27 JULY FOR INSTALLATION BEFORE "CORE" EXHIBIT IS
BUILT. EWTC PREPARING PARTICIPATION AGREEMENT FOR COMMERCIAL
EXHIBITORS.

7. SAME MESSAGE, SENT VIENNA EWTC AND REX. CASEY

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